

ORDER



Orders	Order / Rev:	396831
	Alt Order #:	
	Product Desc:	Andy Hafen for Mayor
	Estimate:	
	Flight Dates:	03/11/13 - 03/24/13
	Original Date / Rev:	02/25/13 / 02/25/13
	Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	<u>Vicki Nelms</u>
Sales Office:	<u>LASV</u>
Sales Region:	<u>LOC</u>

Agency	Name:	<u>Policy Communications</u>
	Buying Contact:	<u>David Thomas</u>
	Billing Contact:	<u>415 S Sixth St</u>
		<u>Las Vegas, NV 89101</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Hafen, Andy/Mayor
	Demographic:	A25-54
	Product Codes:	PL Mayoral
	Priority:	P-03
	Revenue Codes:	HOUSE, POL CAND, CAND

New Business Thru: _____
 Order Separation: 00:10:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/25/13	03/24/13	43	\$9,600.00	\$8,160.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2013	43	\$9,600.00	\$8,160.00	0.00
Totals	43	\$9,600.00	\$8,160.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Vicki Nelms			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	22%	\$9,600.00
Market	100%	\$43,636.36

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KMCC	0%	\$0.00
KSNV	0%	\$0.00
KTUD	0%	\$0.00
KVMY	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	80%	\$34,909.09

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTNV	03/11/13	03/21/13	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	M-W-F--	:30	3	\$250.00	P-03	0.00	NM	5	\$1,250.00

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTNV	03/11/13	03/21/13	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	M-W-F--	:30	3	\$250.00	P-03	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	M-W-F--					3	\$250.00		0.00			
		Week: 03/18/13	03/24/13	-T-T---					2	\$250.00		0.00			
N 2	KTNV	03/12/13	03/22/13	M-F 6-7p Action News	CM	M-F 6-630p (6:00 PM-6:30 PM)	-T-T---	:30	2	\$225.00	P-03	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	-T-T---					2	\$225.00		0.00			
		Week: 03/18/13	03/24/13	M-W-F--					3	\$225.00		0.00			
N 3	KTNV	03/11/13	03/24/13	M-F 7-9a Good Morning America	CM	M-F 7-9a	M-W-F--	:30	3	\$225.00	P-03	0.00	NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	M-W-F--					3	\$225.00		0.00			
		Week: 03/18/13	03/24/13	M-W-F--					3	\$225.00		0.00			
N 4	KTNV	03/11/13	03/24/13	M-F 6-7am Action News	CM	M-F 630-7a (6:30 AM-7:00 AM)	-T-T---	:30	2	\$225.00	P-03	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	-T-T---					2	\$225.00		0.00			
		Week: 03/18/13	03/24/13	-T-T---					2	\$225.00		0.00			
N 5	KTNV	03/11/13	03/24/13	7p-730p M-F 7p Access Hollywood	CM	7p-730p	-T-T---	:30	2	\$175.00	P-03	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	-T-T---					2	\$175.00		0.00			
		Week: 03/18/13	03/24/13	-T-T---					2	\$175.00		0.00			
N 6	KTNV	03/11/13	03/24/13	M-F 7:30-8p Millionaire	CM	M-F 730-8p	M-W-F--	:30	3	\$175.00	P-03	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	M-W-F--					3	\$175.00		0.00			
		Week: 03/18/13	03/24/13	M-W-F--					3	\$175.00		0.00			
N 7	KTNV	03/11/13	03/24/13	This Week This Week	CM	Sun 10a-11a (10:00 AM-11:00 AM)	-----S	:30	1	\$175.00	P-03	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	-----S					1	\$175.00		0.00			
		Week: 03/18/13	03/24/13	-----S					1	\$175.00		0.00			
N 8	KTNV	03/11/13	03/24/13	Sun 7a GMA Sun 7a-8a GMA	CM	Sun 7a-8a GMA	-----S	:30	1	\$225.00	P-03	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 03/11/13	03/17/13	-----S					1	\$225.00		0.00			
		Week: 03/18/13	03/24/13	-----S					1	\$225.00		0.00			
N 9	KTNV	03/11/13	03/24/13	M-F 10-11a The View	CM	M-F 10-11a	M-W-F--	:30	3	\$325.00	P-03	0.00	NM	5	\$

Policy Communications

Suite 200F
415 South Sixth Street
Las Vegas, NV 89101
Telephone: (702) 228-6208
Cell Phone: (702) 498-7744
Fax: (702) 256-4721

From: DAVID THOMAS Date: 2/25/13
To: VICKI NELMS Fax: 871-1961
Title: EXECUTIVE
Pages (Including Cover Sheet): 4

Comments:

Vicki,

I HAVE ATTACHED THE ANDY
HAFEN TV BUY FOR MAYOR
OF HENDERSON.

LET ME KNOW IF EVERY-
THING IS OK.

DAVE

NAB Form PB-17 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>KTNV CHANNEL 13, LAS VEGAS, NV</u>	Date: <u>2/25/13</u>
--	-------------------------

I, POLICY COMMUNICATIONS
 being/on behalf of: ANDY HAFEN, a legally
 qualified candidate of the NON-PARTISAN political
 party for the office of: MAYOR OF HENDERSON
 in the PRIMARY
 election to be held on: TUESDAY, April 2
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>30 SECONDS</u>	<u>SEE</u>	<u>ATTACHED SHEET</u>			

Total Charges: \$9,600 - \$1,440 (com.) = \$8,160.00

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

NOT APPLICABLE

I represent that the payment for the above described broadcast time has been furnished by:

ANDY HAFEN FOR MAYOR

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

ANDY HAFEN

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

2/25/13
Date

David Thomas
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title